



# IOWAccess Advisory Council

## IOWAccess Revolving Fund Project Application

Proposing agencies should complete and submit Parts I, II and III to request Planning approval, then complete and submit Parts IV and V to request Execution approval.

### Part I - Project Information

<b>Date:</b>	July 1, 2009
<b>Agency Name:</b>	Department of Natural Resources
<b>Project Name:</b>	Special Events Coordination
<b>Agency Manager:</b>	Jeff Kopaska
<b>Agency Manager Phone Number / E-Mail:</b>	<a href="mailto:Jeff.Kopaska@dnr.iowa.gov">Jeff.Kopaska@dnr.iowa.gov</a> Jeff Kopaska, Natural Resource Biologist (515) 432-2823 X109
<b>Executive Sponsor (Agency Director or Designee):</b>	Ken Herring, Division Administrator, Conservation and Recreation Division, Department of Natural Resources, 515-281- 5529
<b>Initial Total for Planning:</b>	\$67,250
<b>Initial Total for Execution:</b>	\$152,500
<b>Initial Total for all Phases of Project, if Multi-Phased:</b>	\$219,750
<b>Project Timeline: (estimate start and end dates for project spending)</b>	Planning Start Date: Dec. 1, 2008 Planning End Date: May 22, 2009 Execution Start Date: July 20, 2009 Execution End Date: Dec. 1, 2009
<b>Revised Total for Planning and Execution:</b>	\$
<b>Revised Total for all Phases of Project, if Multi-Phased:</b>	\$

## Part II - Project Overview

**A. Project Summary:** Describe the nature and use of the proposed project, including what is to be accomplished, how it will be accomplished, and what the costs and benefits will be.

**Response:**

The Iowa Department of Natural Resources is the government agency that leads Iowans in caring for their natural resources. It is responsible for maintaining state parks and forests, protecting the environment, and managing energy, fish, wildlife, and land and water resources in Iowa.

The DNR's mission is to conserve and enhance our natural resources in cooperation with individuals and organizations to improve the quality of life for Iowans and ensure a legacy for future generations.

In support of that mission the DNR offers state properties and other state-managed areas for use in terms of "special events." These special events include over 700 fishing tournaments; 300 to 500 all-terrain vehicles, snowmobiles, and boating activities; 120 Dog Field Trials; Scouting events; fireworks displays (approximately 5 annually); car shows; motorcycle poker runs; pancake feeds; equestrian events and trials; endurance challenges and marathons; "Geocaches" (electronic scavenger hunts using GPS devices – approximately 125 annually); and many more activities.

The expected results of this project include a unified Special Events web application and reporting system for the Conservation and Recreation Division of the DNR. The objective is to coordinate various types of events into one streamlined application, approval, and notification process, whereby the citizens who use public lands and DNR staff have immediate access to information about what events have been scheduled, the type of events, and any special information regarding multiple events. This online data will facilitate faster decision making by DNR staff, especially those out in the actual parks and other remote locations (field staff), based on accurate data that is updated in real time. The current system does not allow access to information and is a manual, time intensive process.

The expected result is that the streamlining of workflow processes will occur, enabling appropriate levels of approval by DNR central office and/or field staff in an automated fashion. In some cases multiple levels of approval across Bureaus and State and Federal agencies will be necessary and this system will have the capability to automatically notify and prompt for the necessary approvals, without manual intervention.

The costs of the present system include an inherent delay in processing and notifying applicants via the use of paper forms and mailing of documents. It is challenging to notify all parties if inadequate time is allowed by the applicant. Currently, there is no good mechanism to share information with the general public about scheduled events.

Additional costs include staff time in collecting information, assessing the data collected, processing response documents, and mailing documentation of approval or denial to the applicant.

The costs of the new system will include development and maintenance of the web-based application and database system. Involvement of staff and gathering of their detailed requirements will build a responsive and adaptable system that will serve the citizenry and public land users for a protracted period of time.

Benefits of the new system include improved and shared communication with the applicant while the application for a special event is being processed. Resources of Iowa that are available to the citizenry will be better communicated by educating users about what is available and what requirements exist in order to access those resources. Users of public lands and waters will be able to view a calendar of events that can be used to see what activities are scheduled for a specific date, geographic location or activity type. This will allow the user to either participate in activities which interest them or perhaps avoid a location if scheduled events will interfere with their intended use of the resources. This "compatibility of use" feature of the system is nonexistent in the present processes.

**B. Strategic Plan:** How does the proposed project fit into the strategic plan of the requesting agency?

**Response:**

It is the mission of the Conservation and Recreation Division to protect the State's natural resources, provide public safety, and to educate and serve the public. We enhance, promote, and protect the natural resources of Iowa through management, public relations, education, and law enforcement, thus ensuring for future generations the rights, privileges, and benefits we now enjoy and hope to continue to enjoy well into the future. DNR is proactively providing easier access to information to the public, regulated parties, and local law enforcement officials. This project will also provide the tools to make it easier for DNR personnel to perform their duties more efficiently, with better accuracy, and a quicker, better response to the public.

The DNR has identified five top strategic goals, and this project serves to address these goals.

1. Iowa will have a healthy and safe environment.
2. Iowa will have abundant, high-quality opportunities for responsible use and enjoyment of its resources.
3. DNR has resources aligned with its priorities.
4. DNR models and promotes sustainable practices.
5. DNR clearly articulates how we fulfill our mission.

Promotion of outdoor resources encourages active recreational choices and leisure activities for Iowans. Being able to better coordinate special events will foster a safer environment for users and those charged with ensuring a safe environment. Being able to better communicate any mandated restrictions or specifications for the event will also promote better and safer planning on the part of the sponsor.

Educating user groups about the resources that are available and how to access them will lead to increased use of those resources. Also, a new streamlined process which is more responsive to user groups and which increases their satisfaction with the process will promote continued use of the natural resources of the State and has the potential of expanding the use of the natural resources of Iowa. Increased use of the resources and exposure of public land and water users to events in their area or that appeal to their interests also creates the potential of increased use. Providing this information via the Internet rather than through word-of-mouth communication will certainly increase the quality of experiences we provide to users of Iowa's natural resources.

By creating a mechanism to more effectively communicate restrictions on events and any special considerations users must follow, a path leading to greater sustainability of the natural resources will be paved. Being able to better coordinate staff resources to support user groups will also create increased opportunities for education and teachable moments.

**C. Current Technology:** Provide a summary of the technology used by the current system. How does the proposed project impact the agency's technological direction? Are programming elements consistent with a Service Oriented Architecture (SOA) approach? Are programming elements consistent with existing enterprise standards?

**Response:**

Essentially there is no technology being used by the current processes other than the use of Microsoft Office Word and Excel to send out notification letters and to track applications once they have gone through the system. Special events are not currently posted on the DNR's web site. The proposed project impact is in keeping with the DNR and ITE's technical direction of providing access to the public via web applications. The programming of the system will meet DNR and ITE established standards and requirements for technology.

A significant goal of this project is to utilize a service oriented architecture approach. Designing a web-based application which allows for electronic communication throughout the entire process will make vast improvements for users of the system. Using radio buttons for decisions, drop-down menus for populating information, integrating existing databases which can utilize information already collected, e.g., GIS location information, Conservation Officer's counties and contact information, Park Ranger locations and contact information, Army Corps of Engineers permit requirements and contact information, etc., will provide great time-saving and accuracy benefits to the applicants. From the very beginning of the application process, users will be more connected to the elements that go into the decision-making process and will be better informed and educated about any restrictions or specifications that they must comply with. For instance, a user who would like to gain approval for a "poker run" must have approval from the Department of Inspections and Appeals to hold a gaming activity. The new system will provide the user with the specific statutory requirement as well as the process completion steps and contact information. Until the user provides the specifics about the gaming permit applied for from DIA, the automated Special Events Application Process will not allow the user to proceed with the request for the special event. Similarly, many events require the applicant to indicate proof of liability insurance to hold the event, and the system also requires that information prior to approval.

**D. Statutory or Other Requirements**

Is this project or expenditure necessary for compliance with a Federal law, rule, or order?

**X YES (If "Yes", cite the specific Federal law, rule or order, with a short explanation of how this project is impacted by it.)**

**Response:**

Federal regulations are in place for the Coast Guard and Corps of Engineers in terms of navigation safety. DNR must comply with the guidelines established. In addition, this project will comply with the Budget and Finance Bureau, Information Technology Bureau, and the Information Technology Enterprise standards. All processes must meet the standards, legal mandates, and requirements established for Special Events scheduling.

**Is this project or expenditure required by state law, rule or order?**

**X YES (If "YES", cite the specific state law, rule or order, with a short explanation of how this project is impacted by it.)**

**Response:**

Yes, there are statutory requirements for special events that are covered under different sections of the Code of Iowa as well as rules adopted and published in the Iowa Administrative Code (IAC). (The Natural Resource Commission is agency 571 in the IAC). Fishing tournaments are defined by the rules regarding necessary event applications in 571 IAC Chapter 88. Special

events for state parks are specified in 571 IAC Chapter 61. Dog trial events are explained in Iowa Code Section 481A.22. Special event applications for all-terrain vehicles (ATVs) are regulated by Iowa Code Section 321I.8, and snowmobile special events are similarly recognized in Iowa Code Section 321G.16. Boating special events are regulated in Iowa Code Section 462A.16, and are further defined in 571 IAC Chapter 44.

**Does this project or expenditure meet a health, safety or security requirement?**

YES (If "YES", explain.)

**Response:**

The health, security and safety of the citizens of Iowa, visitors to Iowa, vendors, promoters and sponsors, DNR staff, law enforcement agencies, federal entities, etc., is of utmost importance to the DNR. The solution provided by a new application process will definitely streamline functions for the public and other stakeholders. In addition, this project will enhance the DNR's ability to provide various services to the public and secure their safety, while allowing all stakeholders an opportunity to enjoy Iowa's natural resources and recreational opportunities.

Specifics related to health, safety, and security requirements that will be addressed and/or enhanced by a new application process include sanitation and facilities, regulation of vendors if concessions are provided, overall integrity of food served at an event, identification and mitigation or risk factors associated with an event, provision of adequate patrol to control movement and activities of an event, assessment of safety of routes being used, protection of natural resources in general but in particular those that are fragile and vulnerable to detrimental influences, and the provision of liability insurance by event sponsor.

Once the appropriate forms are submitted to the department there is substantial coordination required to ensure that the events are approved, denied, or modified by the park or area supervisor, fisheries or wildlife biologist, conservation officer, internal staff supervisors, etc. This process is complicated for a number of reasons including the manual processes. There is a need to consider safety, crowd control, and environmental issues before the DNR approves usage of state land, especially when multiple events may be occurring at the same time. Data regarding the events will be available immediately in one data system to assist the DNR in coordinating and approving events.

Coordination of these efforts is imperative so that events do not substantially or adversely interfere with or impede the normal use of the area by the public or cause any extra or unusual hazards to spectators. The DNR is responsible for addressing any objections to events that may be received from other interested parties. Objections may be submitted and processed online, thus reducing the amount of time it takes for the potentially impacted individual(s) to hear back from the DNR.

The sponsoring organization needs to indicate whether their patrolling is adequate for safe conduct of the event, and in some cases if additional law enforcement assistance is required. The number of vessels or vehicles provided by sponsoring organizations for safety assistance must be known and planned. They will be prompted for this information and will not be allowed to proceed without entering the required information. Having all required information provided at the time the application is submitted will decrease frustration on the part of the applicant as he or she will not be mistakenly submitting an incomplete application. This will improve the timeliness of DNR's ability to process the special event requests, which will result in notifying the applicant of a decision in a more responsive and time-sensitive manner.

Often proof of liability insurance naming the applicant and the DNR as additional insured is necessary. Event coordination is necessary to limit the DNR's responsibility for injury to persons

or damage to property arising out of or incident to the activities that are subject to the application. Approval of a special event application does not imply that the applicant has exclusive use of the area unless a facility has been reserved pursuant to DNR rule, so it is important that the applicant understand exactly what privileges have been approved. This type of information will be provided and requested more quickly due to automation. As with other processes in this new system, the applicant will be required to provide proof of insurance coverage prior to the application being submitted. The policy number, name of carrier, agent contact information, and amount of coverage will be provided on the application blank. A hard copy of the proof of coverage will be required to be carried by the sponsor during the event. A hard copy of the proof of coverage will also be submitted to the entity which is responsible for approving the event. The automated system will notify the applicant of this requirement and will prompt them to acknowledge this requirement.

**Is this project or expenditure necessary for compliance with an enterprise technology standard?**

**X YES** (If "YES", cite the specific standard.)

**Response:**

Currently, special events processes are manual and time consuming. When applications come into the DNR it is possible that they are directed to the wrong entity for approval, be missing information, or the information may be incorrect. All of these situations, as well as others not noted, require manual follow-up measures. The manual process results in delays for processing the applications. Because there is no single database, sharing of data across the State is extremely difficult and time consuming. In addition, inconsistent methods are in place in terms of data collection and dissemination of information, which creates further impediments to a seamless process.

The impact of the proposed project on the agency's technological direction is that it falls in line with the strategy to improve public access via the Internet. Data from this system will be accessible and automated reports will be available on demand. Established enterprise standards will be followed. In addition, this project meets Governor Culver's Green Government Initiative.

**[This section to be scored by application evaluator.]**

**Requirements/Compliance Evaluation (15 Points Maximum)**

If the answer to these criteria is "no," the point value is zero (0). Depending upon how directly a qualifying project or expenditure may relate to a particular requirement (federal mandate, state mandate, health-safety-security issue, or compliance with an enterprise technology standard), or satisfies more than one requirement (e.g. it is mandated by state and federal law and fulfills a health and safety mandate), 1-15 points awarded.



## **E. Impact on Iowa's Citizens**

**1. Project Participants** - List the project participants (i.e. single agency, multiple agencies, State government enterprise, citizens, associations, or businesses, other levels of government, etc.) and provide commentary concerning the nature of participant involvement. Be sure to specify who and how many **direct** users the system will impact. Also specify whether the system will be of use to other interested parties: who they may be, how many people are estimated, and how they will use the system.

**Response:**

Interested parties include the general public and recreational users, private businesses, organizations, contestants, exhibitors, United States Coast Guard, Federal Government, DNR field and central office staff (including park managers and rangers, fisheries and wildlife biologists, foresters, law enforcement and policy staff, etc.), politicians, associations, stakeholder groups, friends groups, partners, etc. In addition to these groups, DNR is also aware that certain youth groups and day care providers use special event programs as well as internal DNR resources as a form of social network and these groups would also be impacted.

Because applications are generated by entities outside of the DNR, the DNR serves in a facilitator-type role with these events. We provide this service at a multitude of levels, all the way from an individual's concerns and needs to rather large public gatherings that could include hundreds of people. The DNR serves this capacity for other municipal entities, from county conservation boards up to and including other executive-level agencies. The DNR serves to balance the needs of the State's resources, including a protection and maintenance function, against the interests and demands of a variety of user groups.

Specific participants for the project: Director Leopold, the Division Administrator for Conservation and Recreation, and associated Bureau Chiefs are committed to this project. It is so important that a committee of eight DNR staff from different program areas has been formed to ensure requirements are defined and it is properly implemented. Each of these individuals has expertise in a particular area pertaining to various types of events and they have knowledge of special requirements for state property and for working with the Coast Guard, Corps of Engineers, etc. Contractors will be utilized to complete this project. DNR has a proven track record with managing IT projects involving consulting firms on time and within budget, so the likelihood of success is great.

The number of direct users impacted is estimated at: approximately 2,000 citizens or groups submit applications annually, resulting in approximately 180,000 direct spectators/participants. The number of other interested party users is estimated at: approximately 15.2 million users/visitors to public parks, other lands, and waters annually.

Citizens will experience greater convenience through the use of the web application in terms of planning, scheduling, and applying to conduct events on state-owned property. More specific benefits are outlined throughout this document. This project will contribute to streamlined data management processes, increased use in electronic forms, reduction of duplicate entry, an increase in response rate to public contacts, and it will maintain and increase public safety.

The ability to send forms, data, and information electronically provides a benefit to the public. Information will be passed on electronically to and from the general public, recreational users, businesses, organizations, contestants, exhibitors, United States Coast Guard, Federal Government, DNR field and central office staff (including park managers and rangers, fisheries and wildlife biologists, foresters, law enforcement and policy staff, etc.), politicians, etc. in a more timely fashion.

The service to the public will be greatly enhanced and improved through this new web application, enabling 24 x 7 access to information and the ability to interact and submit applications and information. The public will also receive faster feedback regarding their requests through special editing in the application process and faster routing through the approval sequence. Scheduling and approval obstacles will be removed in the new system. Finally, the overall experience with interacting with the DNR and enjoying Iowa's great natural resources will be superior as a result of implementing this new application.

The public reporting component will be a web interface where interested parties can query the back-end database to determine when and where special events are scheduled. This query ability will include date queries, location queries, and event-type queries. Query information will help the public to be better informed regarding activities that they chose to participate in, or those that they choose to avoid, at a state-managed area. A particularly useful feature of the new system is that prior to completing an application a sponsoring organization and the public will be able to view events already planned and approved for a particular state property online. This will alert the applicant of any conflicts that already exist for the date or location of their special event and will provide them with the opportunity to select an alternative site or date for their event. Information will be stored and displayed on the web site as it is approved, which is a benefit to the DNR and in particular the public that either will be planning a special event or trying to avoid one. Access to data will save effort on the part of the public and the DNR and will reduce the need for individual inquiries. It will be especially important to the public as information can be accessed on demand at any time and will not require direct contact with the DNR during regular working hours.

Eliminating many of the manual processes will result in streamlined processes for the public, sponsors, vendors, Corps of Engineers and law enforcement agencies, while providing the best customer service possible utilizing updated technology. The present system lacks a centralized information repository that is accessible to a variety of users, and has no calendar of events. Currently, it is nearly impossible to provide to the public, or even obtain from other staff, useful and accurate information concern special events. Even attempting to attain such information is a frustrating experience.

Law Enforcement agencies will use the information contained in and obtained from the system to adequately patrol and enforce proper safety procedures and protocol, keep all pertinent jurisdictions informed about pending activities in order to best coordinate resources, and have a visible and positive presence at scheduled special events. Proper planning is the key to the successful execution of special events.

Within the DNR the Budget and Finance Bureau staff, the Customer Service Bureau staff, and the Division of Conservation and Recreation staff will also benefit from the new system through more accountable government practices and the ability to improve customer service dramatically.

**2. Service Improvements** - Summarize the extent to which the project or expenditure improves service to Iowa citizens or within State government. Included would be such items as improving the quality of life, reducing the government hassle factor, providing enhanced services, improving work processes, etc.

**Response:**

Web applications are attractive because, by their nature, they enhance citizen access. This particular application will also pull all the various special event processes into a "one stop" application that allows greater interactivity between the citizen and the DNR.

The current process for booking these events requires promoters, organizers, and the public to plan for their event and to contact the DNR to apply to hold the event(s) a minimum of 30 calendar days before the event. Currently each Conservation and Recreation bureau in the DNR has its own application procedures and paper forms that must be completed to hold an event on state property. The public may have to make multiple inquiries to obtain the proper paperwork to apply to hold the event. Often multiple applications must be submitted, as is the case for certain fishing tournaments where the Fisheries Bureau and Parks Bureau may have to give approval for the event. Additionally, the current system provides no possibility for an individual

from the public to determine if or where events are occurring without contacting a specific individual within the DNR. Now, all information will be provided any time of day via the citizen's own personal computer or via public computers with access to the Internet.

The ability to inform an applicant before their application is accepted into the approval sequence what requirements exist and must be met will greatly reduce the government hassle factor that some users of the current system experience.

Other types of event applications submitted to the DNR capture information about the specific location of the event (lake or specified boat ramp, shelter, picnic area, beach, marina, parking lot, trails, portions of the wildlife area, etc.). The number of participants, the number of spectators, and vendor information is also collected. Fishing tournament applications and reports enable the collection of key information necessary to monitor and manage biological species of fish. This includes the number of fish caught, whether or not the fish are released, the fish weights and lengths, and the number of people entered for the tournament. Special conditions are also noted by fisheries biologists for internal use by the DNR and, if requested, the applicant must return a report within 30 days after the tournament to the DNR. These types of conditions can be presented upfront. In addition, the system could be prompted to do automatic reminders to the applicant that the report is pending and not yet received.

This project will be a total replacement of multiple current special event processes for which the DNR has responsibility. No electronic process currently exists and this new system will bring all of the processes together in one application for ease of use by the public, vendors, and sponsors. It will enable faster processing of the forms and event applications because the system will know where to route the information, and if multiple parties at the DNR need to be involved. This will result in a substantial improvement in customer service provided to the public. An increase in the DNR's ability to be responsive to public land and water users will have a direct, positive impact on these customers' satisfaction.

For example, sometimes the public is unaware that the Coast Guard, Corps of Engineers, or other Federal Government entity is in charge of property and bodies of water in and along the State of Iowa when they are planning an event. The new application will advise them of this and of the need for both State approval and/or Coast Guard, Fish and Wildlife Service, or Corps of Engineers authorization. In addition, the plan is to provide a link from this system to the Federal entity as an additional service to the customer. An exchange of information and data will be possible by linking various systems. For example, automatic links from the new system with the existing DNR Campground Reservation system and other existing DNR systems will be programmed, so that information may be relayed and coordinated between interfacing systems.

There is a national movement which is a direct result of Richard Louv's publication of "*Last Child in the Woods*." It is called the "Children's Outdoor Bill of Rights," and is designed to engage children in fundamental experiences that will develop a healthy, active lifestyle. This movement points out the value of outdoor recreational activities and leisure skills. In fact, two of the indicators used to determine quality of life are environment and recreation. By developing a system which promotes access to the State's natural resources, Iowans will be continuing to lead the way in terms of proactive participation in healthy lifestyle choices.

**3. Citizen Impact** – Summarize how the project leads to a more informed citizenry, facilitates accountability, and encourages participatory democracy. If this is an extension of another project, what has been the adoption rate of Iowa's citizens or government employees with the preceding project?

**Response:**

As mentioned previously, the application will direct or "lead" the person through the process so that he/she knows the proper forms to complete online; the data to provide will be known and edited as it is entered. The citizen will know upfront and immediately the availability of state resources for their event. It will also inform the consumer/recreationalist when other entities must approve special events. The system will "know" who needs to be informed of the application based on geographic reference information. For example, the approval may go to a specific conservation officer based on the county, or a park ranger and/or park manager if the event is planned for a state park.

In addition, authorized users, such as park managers and fisheries biologists, will have the option to select specific days that certain special events will NOT be allowed at a location, in order to ensure the public has regular access and usage of facilities at the location (transparent to users).

Applicants will be required to enter contact information that will be used to provide feedback on their application, e.g., they cannot apply for a special event on a particular date. The contact information will also be valuable in case there is a park closing, flooding of a trail system, etc., that will affect the event and for which the event coordinator will need to be informed.

The time it takes for the applicant, the DNR, or another governmental entity to acquire the information they need to make informed decisions about availability of resources and adequacy of sponsor's plans will be shortened dramatically due to the elimination of postal and manual processing requirements.

Notification letters to applicants informing them of approval or denial of their request will be generated through the system. Those responsible for making this determination will have preset stipulations available to them via radio button selections which will result in a letter specific to the sponsor, the event, and the location resulting in better sharing of information with the sponsor. Also, the DNR sometimes attaches separate written information once the event has been authorized, such as policies for after-hour access to the park. Therefore, the information must be processed in a manner which allows responses from the DNR containing separate attachments or documentation with specific stipulations for usage. For example, applicants must have authorizations available during the event so they can provide it to any State Park Personnel or Conservation (law enforcement) Officer upon request.

By streamlining the process and making the decision criteria more transparent, citizens will become more informed. Uniform application of criteria facilitates accountability on the part of the DNR as well as the applicants. The entire web application will be backed by administrative rules written by each bureau to support the criteria established as the basis for making determinations. The development of these administrative rules will also facilitate accountability. Part of the process of implementing administrative rules is to present them to the Natural Resource Commission and the Administrative Rules Review Committee, which fosters public comment and input and also encourages citizens to participate in this democratic process. All of the steps of the administrative rule development process – notification, publication, review, and public comment – serve to engage citizens in the government process.

#### **4. Public Health and/or Safety** – Explain requirements or impact on the health and safety of the public.

##### **Response:**

Utilization of an automated system results in citizens benefiting by having DNR staff spend more time preserving natural resources and encouraging use of our public land rather than time spent filling out, copying, and sending forms and approvals. Increased efficiency allows for greater

productivity and that means that citizens get more for their recreational dollars. Increased activity and productivity means a safer community for our citizens as well as better protection for all of our natural resources. Greater efficiency means more time for DNR staff to spend interacting with the public and that equates to a more informed public. A more informed public is indicative of a more law-abiding public and compliance is what we strive for. Creation of a system which fosters a more law-abiding public will contribute to improved public health and safety for all interested parties. A more informed and better educated public will result in less time needed for enforcement activities and repair to damaged resources. This will give the public more access to DNR staff time and facilities which will result in a more satisfied user base.

Additionally, many groups and organizations across the nation are searching for ways to reconnect children with nature and this system may prove to be a method for additional awareness. The benefits to children of time spent outdoors are endless. Spending time in natural settings is beneficial for physical and mental health, improving behavior, and faster learning. This system will promote various opportunities available for children and citizens and contribute to the health and well being of Iowans.

**[This section to be scored by application evaluator.]**

**Impact Evaluation (15 Points Maximum)**

- Minimally directly impacts Iowa citizens (0-5 points).
- Moderately directly impacts Iowa citizens (6-10 points).
- Significantly directly impacts Iowa citizens (11-15 points).

**[This section to be scored by application evaluator.]**

**Customer Service Evaluation (10 Points Maximum)**

- Minimally improves customer service (0-3 points).
- Moderately improves customer service (4-6 points).
- Significantly improves customer service (7-10 points).

## F. Scope

**Is this project the first part of a future, larger project?**

**YES** (If "YES", explain.)    **X NO**, it is a stand-alone project

**Response:**

It is envisioned that this application will eventually have linkage to the data from the existing Electronic Licensing System of Iowa. This application will also serve data to the Campground Reservation System and all interested parties via GeoRSS feeds.

Is this project a continuation of a previously begun project?

**YES** (If "YES", explain.)

**Response:**

Other than enabling the ability to interface and perhaps exchange information, the answer is no.

**[This section to be scored by application evaluator.]**

**Scope Evaluation (10 Points Maximum)**

- This is the first year of a multi-year project / expenditure or project / expenditure duration is one year (0-5 points)
- The project / expenditure is of a multi-year nature and each annual component produces a definable and stand-alone outcome, result or product (2-8 points).
- This is beyond the first year of a multi-year project / expenditure (6-10 points)



The last part of this criteria involves rating the extent to which a project or expenditure is at an advanced stage of Execution and termination of the project / expenditure would waste previously invested resources.

## G. Source of Funds

On a fiscal year basis, how much of the total project cost (\$ amount and %) would be absorbed by your agency from non-Pooled Technology/IOWAccess funds? If desired, provide additional comment / response below.

**Response:**

The source of funding will be 100% IOWAccess funding the first year. The DNR plans to support the maintenance of the system in the future through the fishing tournament application fees, and potentially other special event application administration fees, that will be collected.

The Department of Natural Resources (DNR) Conservation and Recreation Division is funded partially by the sale of hunting and fishing license and partially by the State's general fund for the maintenance and upkeep of state parks, forests, and preserves. As a blended project neither funding source is solely responsible for this project and determining the percent responsibility or benefit to each entity would be guesswork. Thus, DNR decided to examine funding sources external to the division. No other funding sources for governmental IT projects in support of natural resource amenities were readily discovered, thus IOWAccess was determined to be the most favorable funding source. Additionally, this is a collaborative project with significant public benefits, so it seemed to be a natural fit for IOWAccess funding. Internal funding for this project would be difficult, as the natural disasters of 2008 have resulted in reductions in hunting and fishing license sales, general fund dollars to DNR remain flat, and the clean up and repairs from the aforementioned natural disasters have drained both budgets.

The current method of accepting special event applications is disjunctive, and many staff that receive and process these applications do not have the ability or authority to process payments to the state. Thus, the DNR has not implemented comprehensive transactions or other customer fees to date. Implementing an online application and payment system will allow us to commence an organized, trackable payment and fee system. Income generated by this system will not be available until after project completion and deployment, but that income could be used for system maintenance and upgrades once payment collection begins. Statutory authority for collecting fees for special events other than fishing tournaments is being explored, along with the writing of expanded and enhanced administrative rules. Any anticipated revenue from these sources will be used for maintenance and upgrades to the system.

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**[This section to be scored by application evaluator.]**

**Funds Evaluation (5 Points Maximum)**

- 0% (0 points)
- 1%-12% (1 point)
- 13%-25% (2 points)
- 25%-38% (3 points)
- 39%-50% (4 points)
- Over 50% (5 points)



## Part III – Planning Proposal

### Amount of Planning Funding Requested: \$47,250

#### A. Process Reengineering

Provide a *pre-project or pre-expenditure* (before Execution) description of the impacted system or process. Be sure to include the procedures used to administer the impacted system or process and how citizens interact with the current system.

##### Response:

The current process for booking these events requires promoters, organizers, and the public to plan for their event and to contact the DNR for applications and authorizations to hold the events a minimum of 30 calendar days before the event. Currently each Conservation and Recreation bureau in the DNR has its own paper forms that must be completed to hold an event on state property. The public may have to make multiple inquiries to obtain the proper paperwork to apply to hold the event. Often multiple applications must be submitted, as is the case for certain fishing tournaments, where the Fisheries Bureau and Parks Bureau may have to give approval for the event.

Once the appropriate forms are submitted to the department there is much coordination required to ensure that the events are approved, denied, or modified by the park or area supervisor, land manager, internal staff supervisors, etc. This process is complicated for a number of reasons including the manual processes. There is a need to consider safety, crowd control, and environmental issues before the DNR approves usage of state land, especially when multiple events may be occurring at the same time.

Coordination of these efforts is imperative so that the events do not substantially or adversely interfere with or impede the normal use of the area by the public or cause an extra or unusual hazard to spectators. The DNR is responsible for addressing any objections to events that may be received from other interested potentially impacted parties.

The sponsoring organization needs to indicate whether their patrolling is adequate for safe conduct of the event, and in some cases when additional law enforcement assistance is required. The number of vessels or vehicles provided by sponsoring organizations for safety assistance must be known and planned.

Other types of event applications submitted to the DNR capture information about the specific location of the event (lake or specified boat ramp, shelter, picnic area, beach, marina, parking lot, trails, portions of the wildlife area, etc.). The number of participants, the number of spectators, and vendor information is also collected. Fishing tournament reports enable the collection of key information necessary to monitor and manage biological species of fish. This includes the number of fish caught, whether or not the fish are released, the fish weights and lengths, and the number of people entered for the tournament. Special conditions are also noted by fisheries biologists for internal use by the DNR and, if requested, the applicant must return a report within 30 days after the tournament to the DNR.

Often proof of liability insurance naming the applicant and the DNR as additional insured is necessary. Event coordination is necessary to limit the DNR's responsibility for injury to persons or damage to property arising out of or incident to the activities that are subject to the application. Approval of a special event application does not imply that the applicant has exclusive use of the area unless a facility has been reserved pursuant to DNR rule, so it is important that the applicant understand exactly what privileges have been authorized. This type of information will be provided and requested more quickly due to automation. As with other

processes in this new system, the applicant will be required to provide proof of insurance coverage prior to the application being submitted. The policy number, name of carrier, agent contact information, and amount of coverage will be provided on the application blank. A hard copy of the proof of coverage will be required to be carried by the sponsor during the event. A hard copy of the proof of coverage will also be submitted to the entity which is responsible for approving the event. The automated system will notify the applicant of this requirement and will prompt them to acknowledge this requirement.

Notification letters to applicants informing them of approval or denial of their request will be generated through the system. Those responsible for making this determination will have preset stipulations available to them via radio button selections which will result in a letter specific to the sponsor, the event, and the location resulting in better sharing of information with the sponsor. Also, the DNR sometimes attaches separate written information once the event has been authorized, such as policies for after-hour access to the park. Therefore, the information must be processed in a manner which allows responses from the DNR containing separate attachments or documentation with specific stipulations for usage. For example, applicants must have authorizations available during the event so they can provide it to any State Park Personnel or Conservation (law enforcement) Officer upon request.

*Provide a post-project or post-expenditure (after Execution) description of the impacted system or process. Be sure to include the procedures used to administer the impacted system or process and how citizens will interact with the proposed system. In particular, note if the project or expenditure makes use of information technology in reengineering traditional government processes.*

Response:

The vision is that the public will access the DNR web site to find information about natural resources-related events on State property for any date, whether they want to plan, attend, or avoid an event, or just use existing facilities. The application will include instructions for all event types and various information regarding requirements for multiple applications. The application will also include other necessary information for the public and organizers.

The DNR will allow submission of the applications for special events online utilizing the new system. The application will be automatically routed to the correct approvers. The system will "know" who needs to be informed of the application based on geographic reference information. For example, the approval may go to a specific conservation officer based on the county, or a park ranger and/or park manager if it is in a state park. In addition, authorized users, such as park managers, will have the option to select specific days that certain special events will not be allowed at a location in order to ensure the public has regular access and usage of facilities at the location.

Sometimes the public is unaware that the Coast Guard, Corps of Engineers, or other Federal Government entity is in charge of property and bodies of water in and along the State of Iowa when they are planning an event. The vision is that the new application will advise them of this and of the need for both State approval and/or Coast Guard, Fish and Wildlife Service, or Corps of Engineers authorization. In addition, the plan is to provide a link from this system to the Federal entity as an additional service to the customer. An exchange of information and data could be possible by linking various systems. For example, automatic links from the new system with the existing DNR Campground Reservation System and other existing DNR systems will be programmed so that information may be relayed and coordinated between interfacing systems.

Applicants will be required to enter contact information that will be used to provide feedback on their application, e.g., they cannot apply for a special event on a particular date. The contact

information will also be valuable in case there is a park closing, flooding of a trail system, etc. that will affect the event and for which the event coordinator will need to be informed.

The public reporting component will be a web interface where interested parties can query the back-end database to determine when and where special events are scheduled. This query ability will include date queries, location queries, and event-type queries. Query information will help the public to be better informed regarding activities that they choose to participate in or those that they choose to avoid at a state-managed facility. In addition, prior to completing the application, the sponsoring organization and the public will be able to view the events already planned and approved for a particular state property online through this system so they have an opportunity to select an alternative site. Information will be stored and displayed on the web site as it is approved, which is a benefit to the DNR and in particular the public that either will be planning the special events or trying to avoid them. Access to data will save effort on the part of the public and DNR and will cut down on inquiries. It will be especially important to the public as information can be accessed on demand at any time and will not require direct contact with the DNR during regular working hours.

The system must include a mechanism for online payments to handle new application fees associated with fishing tournaments. Compliance with the with PCI (Payment Card Industry) standards, the State Treasurer Office's requirements for depositing money, and the DNR's Budget and Finance Bureau's staff expectations shall be assured. The coding of the web application should provide the ability to reuse code and charge for other types of fees in the future.

Eliminating many of the manual processes will result in streamlined processes within the DNR for DNR Budget and Finance Bureau, Customer Service Bureau, and the Conservation and Recreation Division staff, while providing the best customer service possible utilizing updated technology.

As we transition to a new system, we will also want to ask the applicants if tournaments are "open" or "closed/club only/invitation only" tournaments, which is an enhancement to the existing processes. Administrative rules will be changed in parallel with system development to streamline processes and requirements.

The services to the public will be greatly enhanced and improved through this new web application, enabling 24 x 7 access to information and the ability to interact and submit applications and information and to receive feedback regarding their requests through special editing. Scheduling and approval obstacles will be removed for them. Finally, the overall experience with interacting with the DNR and enjoying Iowa's great natural resources will be superior as a result of implementing this new application.

Many of the Iowa Great Places applied for this designation and were selected due to their natural resource amenities. This project will support and bring greater attention to the events and activities related to natural resources that are offered to the public in the identified Iowa Great Places.

**[This section to be scored by application evaluator.]**

**Reengineering Evaluation (10 Points Maximum)**

- Minimal use of information technology to reengineer government processes (0-3 points).
- Moderate use of information technology to reengineer government processes (4-6 points).



- Significant use of information technology to reengineer government processes (7-10).

## B. Timeline

Provide a projected timeline for the Planning phase of the project. Include such items as **start date, projected end date**, planning, and database Planning. Also include the parties responsible for each item.

The new system must be online and able to accept applications by December 1, 2009.

[This section to be scored by application evaluator.]

### Planning Timeline Evaluation (10 Points Maximum)

- The timeline contains several problem areas (0-3 points).
- The timeline seems reasonable with few problem areas (4-6 points).
- The timeline seems reasonable with no problem areas (7-10).



## C. Spending plan

Explain how the funds will be allocated.

100% for planning of the project.

## D. Tangible and/or Intangible Benefits

Respond to the following and transfer data to the Planning Financial Benefit Worksheet, # 5 below and the Execution Financial Benefit Worksheet, # IV E3, as necessary:

**1. One Year Pre-Project Cost** - This section should be completed only if state government operations costs are expected to be reduced as a result of project Execution. **Quantify actual state government direct and indirect costs** (personnel, support, equipment, etc.) associated with the activity, system or process prior to project Execution.

**Describe One Year Pre-Project Cost:**

The current suite of special event application procedures cost approximately ½ FTE for each of the Fisheries, Parks, and Law Enforcement Bureaus of the DNR, around \$78,000. Additional costs include postage, forms, and other office supplies, for an annual cost of \$84,000.

**Quantify One Year Pre-Project Cost:**

	State Total
FTE Cost(salary plus benefits):	\$ 78,000
Support Cost (i.e. office supplies, telephone, pagers, travel, etc.):	\$ 6,000
Other Cost (expense items other than FTEs & support costs, i.e. indirect costs if applicable, etc.):	\$
<b>Total One Year Pre-Project Cost:</b>	<b>\$ 84,000</b>

**2. One Year Post-Project Cost** - This section should be completed only if state government operations costs are expected to be reduced as a result of project Execution. **Quantify actual state government direct and indirect costs** (personnel, support, equipment, etc.) associated with the activity, system or process after project Execution.

**Describe One Year Post-Project Cost:**

Estimated cost reductions will be achieved primarily through more efficient use of personnel, electronic forms, and data sharing. Efficiency improvements in the process resulting from project implementation should result in a 90% improvement in time utilization on these applications, elimination of postage costs, and an 80% reduction in supplies, for a total annual post-implementation cost of around \$9,000.

The cost of paper, the hassle factor for filling out forms/reports/etc. will be greatly reduced. Work processes will be improved so that more time can be spent on other departmental priorities. Money will be saved by not utilizing a slow, sometimes inefficient mail service, which can take as much as ten (10) days to reach a supervisor or staff in our central office located in Des Moines, Iowa.

**Quantify One Year Post-Project Cost:**

	State Total
<b>FTE Cost(salary plus benefits):</b>	<b>\$ 7,800</b>
<b>Support Cost (i.e. office supplies, telephone, pagers, travel, etc.):</b>	<b>\$ 1,200</b>
<b>Other Cost (expense items other than FTEs &amp; support costs, i.e. indirect costs if applicable, etc.):</b>	<b>\$</b>
<b>Total One Year Post-Project Cost:</b>	<b>\$ 9,000</b>

**3. One Year Citizen Benefit** - Quantify the estimated one year value of the project to Iowa citizens. This includes the "hard cost" value of avoiding expenses ("hidden taxes") related to conducting business with State government. These expenses may be of a personal or business nature. They could be related to transportation, the time expended on the manual processing of governmental paperwork such as licenses or applications, taking time off work, mailing, or other similar expenses. As a "rule of thumb," use a value of \$10 per hour for citizen time.

**Describe savings justification:**

This project will significantly benefit persons and groups submitting applications (~2,000 applicants annually), and if their benefit amounts to two hours of their time, plus cost-savings on forms and postage, that would yield a citizen benefit of \$41,500. Approximately 180,000 individuals participate directly in these events, and if their benefit amounts to one-half hour of their time, that would yield a citizen benefit of \$900,000. Recreational users of state lands and waters number 15.2 million users/visits, and if they utilize this system for 5 minutes to determine location and timing of special events, the benefit to citizens would be \$12.7 million. The total benefit is around \$13.6 million with a project cost of only \$209,750.

<u>Transaction Savings</u>	
Number of annual online transactions:	<b>2000</b>
Hours saved/transaction:	<b>1</b>
Number of Citizens affected:	<b>15.2 million</b>
Value of Citizen Hour	<b>\$10</b>
Total Transaction Savings:	<b>\$20,000</b>
Other Savings (Describe)	<b>\$13.6 million</b>
<b>Total One Year Citizen Benefit :</b>	<b>\$13.6 million</b>

**4. Opportunity Value/Risk or Loss Avoidance** - Quantify the estimated one year non-operations benefit to State government. This could include such items as qualifying for additional matching funds, avoiding the loss of matching funds, avoiding program penalties/sanctions or interest charges, avoiding risks to health/security/safety, avoiding the consequences of not complying with State or Federal laws, providing enhanced services, avoiding the consequences of not complying with enterprise technology standards, etc

**Response:**

The information that DNR is the custodian of will be improved and public access to information will now be available in one place, at all times. The public did not previously have access to this information, and the value of this to the public is reflected in the \$12.7 million public benefit listed above. Additionally, there is a risk/loss avoidance value of \$75,000 for dealing with health, safety, or legal issues.

**5. Planning Phase Cost Calculation**

On a fiscal year basis, enter the **estimated** cost by funding source: Be sure to include developmental costs and ongoing costs, such as those for hosting the site, maintenance, upgrades, etc., during the **Planning Phase**.

	Current FY		Current FY +1		Current FY +2	
	Cost(\$)	% Total Cost	Cost(\$)	% Total Cost	Cost(\$)	% Total Cost
State General Fund	\$0	0%	\$0	0%	\$0	0%
Pooled Tech. Fund /IOWAccess Fund	\$47,250	100%	\$0	\$0	\$0	0%
Federal Funds	\$0	0%	\$0	0%	\$0	0%
Local Gov. Funds	\$0	0%	\$0	0%	\$0	0%
Grant or Private Funds	\$0	0%	\$0	0%	\$0	0%
Other Funds (Specify)	\$0	0%	\$0	0%	\$0	100%
<b>Total Project Cost</b>	<b>\$47,250</b>	<b>100%</b>	<b>\$0</b>	<b>0%</b>	<b>\$0</b>	<b>0%</b>
Non-Pooled Tech./Non-IOWAccess Total	\$0	0%	\$0	0%	\$0	0%

**6. Planning Financial Benefit Worksheet**

A. Total One Year Pre-Project cost (Section III D1):	\$ 84,000	
B. Total One Year Post-Project cost (Section III D2):	\$ 9,000	
C. State Government Benefit (= A-B):		\$ 75,000
D. One Year Citizen Benefit (Section III D3):		\$13,620,000
E. Opportunity Value or Risk/Loss Avoidance Benefit (Section III D4):		\$ 75,000
F. Total Planning Benefit (C+D+E)	\$ 13.8 M	
G. Planning Phase Cost Calculation (Section III D5):	\$47,250	
Benefit / Cost Ratio: (F/G) =	292	
Return On Investment (ROI): ((F-G) / Requested Project Funds) * 100	29106	

6.

**Benefits Not Readily Quantifiable** - List and summarize the overall non-quantifiable benefits (i.e., IT innovation, unique system application, utilization of new technology, hidden taxes, improving the quality of life, reducing the government hassle factor, meeting a strategic goal, etc.).

**Response:**

**Collaboration**--The Coast Guard, Corps of Engineers, or any other Federal, State or Local Government entity would be able to take advantage of using the code. If they do not want to use the application, it will still enable the DNR to communicate with them and for the user to coordinate their special events and ensure they have the proper permitting with the other governmental entity.

**Transparency** --The current process for booking these events requires promoters, organizers, and the public to plan for their event and to contact the DNR for applications to hold the events a minimum of 30 calendar days before the event. Currently each Conservation and Recreation bureau in the DNR has its own paper forms that must be completed to hold an event on state property. The public may have to make multiple inquiries to obtain the proper paperwork to apply to hold the event. Often multiple applications must be submitted, as is the case for certain fishing tournaments, where the Fisheries Bureau and Parks Bureau may have to give approval for the event. The citizen will be advised when more information is needed, thus enhancing their experience with the agency. The time frame for submission of information may be shortened depending on the ability to process forms, data, etc., more quickly.

Once the appropriate forms are submitted to the department there is much coordination required to ensure that the events are approved, denied, or modified by the park or area supervisor, land manager, internal staff supervisors, etc. This process is complicated for a number of reasons, including the manual processes. There is a need to consider safety, crowd control, and environmental issues before the DNR approves usage of state land, especially when multiple events may be occurring at the same time. Thus, any previously approved events for a specific date and location will be displayed for staff review with any new requests for that location and date. The data will be more readily available and this process will be more transparent to the citizen—it will just happen.

**Efficiency**--Automation via the Internet is definitely the best solution. The information will be available 24 x 7 to anyone accessing the Internet, whether they reside in Iowa or will be utilizing Iowa's public lands and waters. An economic boost will result in that vendors and sponsors will have information about events and will come to Iowa to participate in an event. They will likely have to stay in one of Iowa's motels, purchase food from local restaurants, and shop at local markets and malls. There is no legacy system to replace in terms of an automated system; however, the old manual paper processes will be completely eliminated and replaced. Once

again, the information will be localized and more available than ever before in one automated system, with access at any time.

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**[This section to be scored by application evaluator.]**

**Planning Financial Evaluation (15 Points Maximum)**

- The financial analysis contains several questionable entries and provides minimal financial benefit to citizens (0-5 points).
- The financial analysis seems reasonable with few questionable entries and provides a moderate financial benefit to citizens (6-10 points).
- The financial analysis seems reasonable with no problem areas and provides maximum financial benefit to citizens (11-15).



## Part IV – Execution Funding

**Amount of Execution Funding Requested: \$ 145,000**

**Amount of Hosting Requested: \$7,500**

*Note: Projects developed by DAS-ITE allow first year of hosting charges*

### A. Timeline

Provide a projected timeline for the Execution phase of the project. Include such items as **start date**, coding, testing, deployment, conversion, parallel installation, and **projected date of final release**. Also include the parties responsible for each item.

Response: The selected vendor will be responsible for all items, DNR will be involved in all project phases.

Start Date, 7/20/2009

Definition of requirements, start 7/20/2009, end 7/23/2009

Inspection/confirmation of requirements, start 7/22/2009, end 8/2/2009

Development of detailed work plan, start 8/2/2009, end 8/9/2009

Database and application framework development, start 8/10/2009, end 8/30/2009

Application development (coding), start 8/12/2009, end 9/29/2009

Testing, start 8/24/2009, end 10/25/2009

Documentation/training, start 9/7/2009, end 11/8/2009

Deployment into production, start 11/10/2009, end 11/16/2009

Projected date of final release, 11/16/2009

Post development support, start 11/16/2009, end 8/16/2010

[This section to be scored by application evaluator.]

**Execution Timeline Evaluation (10 Points Maximum)**

- The timeline contains several problem areas (0-3 points).
- The timeline seems reasonable with few problem areas (4-6 points).
- The timeline seems reasonable with no problem areas (7-10).



### B. Execution Funding Requirements

On a fiscal year basis, enter the **estimated** cost by funding source: Be sure to include developmental costs and ongoing costs, such as those for hosting the site, maintenance, upgrades, etc., during the **Execution Phase**.

	Current FY		Current FY +1		Current FY +2	
	Cost(\$)	% Total Cost	Cost(\$)	% Total Cost	Cost(\$)	% Total Cost
State General Fund	\$0	0%	\$0	0%	\$0	0%
Pooled Tech. Fund /IOWAccess Fund	\$152,500	100%	\$0	0%	\$0	0%
Federal Funds	\$0	0%	\$0	0%	\$0	0%
Local Gov. Funds	\$0	0%	\$0	0%	\$0	0%

Grant or Private Funds	\$0	0%	\$0	0%	\$0	0%
Other Funds (Specify)	\$0	0%	\$0	0%	\$0	0%
<b>Total Project Cost</b>	<b>\$152,500</b>	<b>100%</b>	<b>\$0</b>	<b>0%</b>	<b>\$0</b>	<b>0%</b>
Non-Pooled Tech./Non-IOWAccess Total	\$0	0%	\$0	0%	\$0	0%

[This section to be scored by application evaluator.]

**Execution Funding Evaluation (10 Points Maximum)**

- The funding request contains questionable items (0-3 points).
- The funding request seems reasonable with few questionable items (4-6 points).
- The funding request seems reasonable with no problem areas (7-10).



**C. Project Budget Table**

It is necessary to estimate and assign a useful life figure to each cost identified in the project budget. Useful life is the amount of time that project-related equipment, products, or services are utilized before they are updated or replaced. In general, the useful life of hardware is three (3) years and the useful life of software is four (4) years. Depending upon the nature of the expense, the useful life for other project costs will vary between one (1) and four (4) years. On an exception basis, the useful life of individual project elements or the project as a whole may exceed four (4) years.

The Total Annual Prorated Cost (State Share) will be calculated based on the following equation:

$$\left[ \left( \frac{\text{Budget Amount}}{\text{Useful Life}} \right) \times \% \text{ State Share} \right] + (\text{Annual Ongoing Cost} \times \% \text{ State Share}) = \text{Annual Prorated Cost}$$

Budget Line Items	Budget Amount (1 <sup>st</sup> Year Cost)	Useful Life (Years)	% State Share	Annual Ongoing Cost (After 1 <sup>st</sup> Year)	% State Share	Annual Prorated Cost
Agency Staff	\$78,000	5	100%	\$13,800	100%	\$29,400*
Software	\$		%	\$	%	\$
Hardware	\$		%	\$	%	\$
Training	\$		%	\$	%	\$
Facilities	\$		%	\$	%	\$
Professional Services	\$135,000	4	100%	\$0	%	\$33,750
ITE Services	\$7,500	1	100%	\$7,500	100%	\$15,000
Supplies, Maint., etc.	\$6,000	1	100%	\$1,200	100%	\$7,200*
Other	\$10,000	1	100%	\$0	100%	\$10,000
<b>Totals</b>	<b>\$236,500</b>		<b>100 %</b>	<b>\$</b>	<b>%</b>	<b>\$95,350*</b>

*\*Iowa Fish and Game Trust Fund is the funding source for a significant amount of the DNR Conservation and Recreation Division, only State Parks and Forests are supported by General Fund dollars. The Trust Fund money is derived from the sale of hunting and fishing licenses. The actual % that is the State's share cannot be determined at this time, but in reality it is much less than 100%*

**D. Spending plan**

**Explain how the funds will be allocated.**

100% will be used for Execution/implementation.

**E. Tangible and/or Intangible Benefits**

Respond to the following and transfer data to the Execution Financial Benefit Worksheet, #3 below, as necessary:

**1. Opportunity Value/Risk or Loss Avoidance** – Quantify the estimated annual non-operations benefit to State government. This could include such items as qualifying for additional matching funds, avoiding the loss of matching funds, avoiding program penalties/sanctions or interest charges, avoiding risks to health/security/safety, avoiding the consequences of not complying with State or Federal laws, providing enhanced services, avoiding the consequences of not complying with enterprise technology standards, etc.

**Response:**

The information that DNR is the custodian of will be improved and public access to information will now be available in one place, at all times. The public did not previously have access to this information, and the value of this to the public is reflected in the \$12.7 million public benefit listed above

**2. Benefits Not Readily Quantifiable** – List and summarize the overall non-quantifiable benefits (i.e., IT innovation, unique system application, utilization of new technology, hidden taxes, improving the quality of life, reducing the government hassle factor, meeting a strategic goal, etc.).

**Response:**

This project will revolutionize the way the Iowa DNR processes applications and advertizes, presents, organizes, delivers, records and maintains information regarding specials events. Utilizing technology in this manner is key to streamlining processes and impressing the Iowa citizen with opportunities that our agency has to offer. This will improve our relationship with the public, and will allow the public to access all necessary information about any special event that they wish to attend or avoid. Additionally, there is a risk/loss avoidance value of \$75,000 for dealing with health, safety, or legal issues.

It is the mission of the DNR to protect and enhance the State's natural resources. It is also our goal to lead Iowans in the enjoyment of the great Iowa outdoors and to educate and serve the public in their recreational interests, safely. We plan to enhance, promote, and protect the natural resources of this state through public relations, education, management and law enforcement, thus ensuring for future generations the rights, privileges, and benefits we now enjoy. This project will assist all users of the outdoors in Iowa.

**3. Execution Financial Benefit Worksheet** – Copy items A through F from Part III (Planning Phase), Section III D6; item G is from Section IV C, above.

A. Total One Year Pre-Project cost (Section III D1):	\$84,000	
B. Total One Year Post-Project cost (Section III D2):	\$9,000	
C. State Government Benefit (= A-B):		\$75,000
D. One Year Citizen Benefit (Section III D3):		\$13,600,000
E. Opportunity Value or Risk/Loss Avoidance Benefit (Section III D4):		\$75,000
F. Total Planning Benefit (C+D+E)	\$13.8M	
G. Annual Prorated Cost (From Budget Table, Section IV C):	\$95,350	
Benefit / Cost Ratio: (F/G) =	145	
Return On Investment (ROI): ((F-G) / Requested Project Funds) * 100	8987%	

**[This section to be scored by application evaluator.]**

**Execution Financial Evaluation (15 Points Maximum)**

- The financial analysis contains several questionable entries and provides minimal financial benefit to citizens (0-5 points).
- The financial analysis seems reasonable with few questionable entries and provides a moderate financial benefit to citizens (6-10 points).
- The financial analysis seems reasonable with no problem areas and provides maximum financial benefit to citizens (11-15).



# Evaluation Summary

*[This section to be completed by application evaluator.]*

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## Planning Phase:

Requirements/Compliance Evaluation (15 Points Maximum)	<input type="checkbox"/>
Impact Evaluation (15 Points Maximum)	<input type="checkbox"/>
Customer Service Evaluation (10 Points Maximum)	<input type="checkbox"/>
Scope Evaluation (10 Points Maximum)	<input type="checkbox"/>
Funds Evaluation (5 Points Maximum)	<input type="checkbox"/>
Reengineering Evaluation (10 Points Maximum)	<input type="checkbox"/>
Planning Timeline Evaluation (10 Points Maximum)	<input type="checkbox"/>
Planning Financial Evaluation (15 Points Maximum)	<input type="checkbox"/>
<b><u>TOTAL PLANNING EVALUATION</u></b> (90 Points Maximum)	<input type="checkbox"/>

## Execution Phase:

Execution Timeline Evaluation (10Points Maximum)	<input type="checkbox"/>
Execution Financial Evaluation (15 Points Maximum)	<input type="checkbox"/>
Execution Funding Evaluation (10 Points Maximum)	<input type="checkbox"/>
<b><u>TOTAL EXECUTION EVALUATION</u></b> (35 Points Maximum)	<input type="checkbox"/>

## Part V – Auditable Outcome Measures

For each of the following categories, list the auditable metrics for success after Execution and identify how they will be measured.

1. Improved customer service

**Response:** 80% of public respond positively to survey. DNR will collect comments from the public via web survey.

2. Citizen impact

**Response:** DNR will record the number of hits on the Special Events search page. This will estimate improved services to the public and the utility of the system.

3. Cost Savings

**Response:** DNR will conduct an internal survey to determine the amount of time spent servicing special event applications via the current system, and contrast that to the amount of time spent processing paper applications in previous years.

4. Project reengineering

**Response:** New web design improves access and quality of data while reducing time spent on this process by the public and staff. DNR will conduct a web survey to determine public response to the new system.

5. Source of funds (Budget %)

**Response:** Program funds will be maintained at the same level or above. Administrative fees collected for application processing will be used for system maintenance and upgrades.

6. Tangible/Intangible benefits

**Response:**

**Improved timeliness of application processing**

**Streamlined data management**

**Improved public access to the application process**

**Improved public access to special event information**

**Improved communication within the agency regarding special events**